

Fred W. and Mary B. Smith
THE SMITH CENTER
FOR THE PERFORMING ARTS

FREQUENTLY ASKED QUESTIONS

Where will The Smith Center for the Performing Arts be located?

The Smith Center for the Performing Arts will be located downtown within the 61-acre Union Park development. The 4.75-acre Smith Center will be northeast of the Lou Ruvo Brain Institute which is at the corner of Bonneville Avenue and Grand Central Parkway.

What do the plans include?

When completed, The Smith Center will be a four-theater complex: a spectacular main theater seating more than 2,000, an elegant proscenium theater seating 650, a 250-seat cabaret theater, and a flexible studio theater—seating approximately 200—for performances, rehearsals and community receptions. The Smith Center will also be home to resident companies, Nevada Ballet Theatre and the Las Vegas Philharmonic.

What is the timeline?

Current projections are to break ground in late 2008/early 2009 and complete construction in 2011.

What will it look like?

The complex will be visually striking, timeless, majestic, and built to last for many generations. Inspired by many styles of architecture including Art Deco, The Smith Center will have smooth masculine lines that are rich in detail and feature a carillon bell towers topped with a stainless steel silver crown. All three buildings will be made of stone like many of the great and ageless opera houses and concert halls.

Who will design the facility?

The Smith Center has assembled an internationally renowned design team. David M. Schwarz/Architectural Services Inc. is known for their extraordinary buildings. Schwarz has designed three of the most celebrated U.S. performing arts facilities—Bass Hall in Fort Worth, Schermerhorn Symphony Center in Nashville, and redesigned Severance Hall in Cleveland. Schwarz's firm is also responsible for designing other great public assembly buildings including the American Airlines Center in Dallas and the Rangers Ballpark in Arlington.

HKS Architects, Inc., a top-five architectural firm is the executive architect. Fisher Dachs Associates, Inc. is recognized as one of the leading theater consultants in the world, with more than 250 projects around the globe. Akustiks is known for their refine acoustical design and is responsible for major acoustical successes in the past 10 years, including the recent restoration of Severance Hall, renovations to the Kennedy Center Concert Hall and the new Schermerhorn Symphony Center in Nashville.

The design team also includes Donnell Consultants Incorporated (cost management), Whiting-Turner (construction manager at risk), The Projects Group (project management), Kleinfelder, Inc., HMA Consulting, IBA Consultants, Martin & Martin Civil Engineers and Surveyors, MSA Engineering Consultants, SBLD Studio, Terracon, Two Twelve Associates, Inc., Green Building Services, and Walter P. Moore Engineers and Consultants.

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FREQUENTLY ASKED QUESTIONS, *continued*

Will the facility be environment-friendly?

Smart choices are being made throughout the design of the facility, including proper building orientation, low E-windows and natural lighting wherever possible. The Smith Center is striving to become the first major performing arts center to be certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program.

Where will patrons park?

The City of Las Vegas has agreed to provide parking for The Smith Center for the Performing Arts. Office buildings that neighbor The Smith Center will be required to provide parking on nights and weekends—a time when these lots aren't generally in use—resulting in approximately 1,550 parking spaces for arts patrons. If the center opens prior to these office buildings being created, the City will pave, stripe, and light a surface parking lot for use.

How much will it cost?

The project has three buildings that will have a total project cost of approximately \$475 million, which includes the value of land, infrastructure, parking and endowment.

How will it be funded?

The Smith Center will be funded by a public/private partnership.

Public Sector: The City of Las Vegas will provide land, infrastructure, environmental clean-up, and parking, valued at \$50 million. The City of Las Vegas, Clark County and State Legislature collaborated on a car rental fee which will result in a bond of at least \$125 million.

Private Sector: Our private funding campaign was launched by the Donald W. Reynolds Foundation with a landmark gift of \$50 million in 2005, in honor of their chairman, Fred W. Smith, and his wife, Mary. Since then, The Reynolds Foundation has continued their generosity, pledging an additional \$100 million challenge grant to help complete the campus. This gift is the largest philanthropic donation in state history, and combined with their initial contribution, makes for the second largest donation to the performing arts in the United States.

We continue to receive generous donations from a variety of companies, organizations, and private citizens.

What kind of performances will be offered?

Designed to address the needs of community residents, The Smith Center will offer a blend of performances by local art groups as well as first-run touring attractions. It will feature music, theatre, and dance companies who celebrate cultures from all over the world.

What kinds of educational programs will be offered?

The Smith Center will stage many performances, workshops and master classes for students in Clark County. To begin our educational programming, The Smith Center has joined with the Clark County School District and the Culture Division of Clark County to participate in the John F. Kennedy Center Partners in Education Program. This partnership features national and international artists who conduct workshops for teachers and students connecting the arts to all areas of the curriculum.

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FREQUENTLY ASKED QUESTIONS, *continued*

How will The Smith Center be different than other local theaters?

Unlike many Las Vegas showrooms, The Smith Center will be a technical work of art with the latest advancements and amenities. It will accommodate the largest touring attractions, and yet be acoustically refined to showcase the finest soloists. It will be a stand-alone, family-friendly cultural arts center that will serve the needs of our community, local arts organizations, and our children.

Who is making it happen?

The Las Vegas Performing Arts Center Foundation Board has been working on this project for more than a decade. The board is comprised of Chairman Don Snyder, Vice Chairman Dr. Keith Boman, Charles Atwood, Senator Richard Bryan, Alan Feldman, Robert Forbuss, Nancy Houssels, Gary Jacobs, Scott MacTaggart, Richard Plaster, Jacquelyn Shropshire, Kim Sinatra, and Roger Thomas. President Myron Martin has extensive background in the arts, production, and performing arts center management.

Who will own the facility?

Until the bond on rental car fees is paid, the City of Las Vegas will own the facility and the Foundation will operate it under a long term lease agreement. After the bond is paid, the Foundation anticipates that the city will deed the center back to the Foundation.

Why downtown?

The downtown area is an easily accessible city-center location. Its central location makes it an attractive destination for all residents in the valley. In cities across the country, performing arts centers have been an effective tool for downtown revitalization. Based on these case studies, the mayor and city planners were pleased to set aside downtown property for the project.

Can Las Vegas support such a facility?

A public opinion survey by renowned pollster Frank Luntz showed overwhelming, broad-based support for a performing arts center. A series of feasibility and operating studies support the community's need for and ability to support The Smith Center. Clark County Commissioners and state legislators scrutinized this information before approving public support of the project.

How will The Smith Center work with local arts organizations?

Due to space restrictions and increasing competition for performance venues, local arts organizations are looking forward to having a new world-class home. The Nevada Ballet Theatre, the Las Vegas Philharmonic and other arts organizations participated in a pre-architectural assessment to ensure the inclusion of amenities needed by the community and arts organizations. It is believed that The Smith Center will provide the impetus for local arts groups to reach a higher level of artistic excellence.